

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 21-27, 1981 2

New York Time		NIELSEN AVERAGE				New York Time		NIELSEN AVERAGE									
Program Name	Duration	Day	Households	Share	No. Sta.	Prog. Covg.	Program Name	Duration	Day	Households	Share	No. Sta.	Prog. Covg.				
		Ntwk	(000)	%					Ntwk	(000)	%						
EVENING																	
ABC NEWS CLOSEUP(S)	8:00	60 MON.	A	8,150	10.0	16	185	97	LOVE, SIDNEY	9:48	30 WED.	N	12,390	15.2	26	194	96
ABC NEWSBRIEF-M-F	VAR	VAR M-F	A	11,170	13.7	26	185	96	MAGNUM, P.I.	8:00	60 THU.	C	11,170	13.7	34	197	99
ABC NEWSBRIEF-SAT.	9:58	01 SAT.	A	15,160	18.6	33	188	97	MAKING A LIVING	8:30	30 SAT.	A	8,230	10.1	18	183	96
ABC NEWSBRIEF-SUN.	9:58	01 SUN.	A	16,300	20.0	31	189	97	M*A*S*H	9:00	30 MON.	C	17,520	21.5	33	194	99
ABC SPORTS UPDATE-SAT	8:58	01 SAT.	A	10,350	12.7	23	178	95	MAVERICK	9:00	60 TUE.	N	12,140	14.9	24	200	98
ABC SPORTS UPDATE-SUN	8:27	01 SUN.	A	13,280	16.3	26	193	99	MIKE WALLACE PROFILES(S)	10:00	60 FRI.	C	8,640	10.6	22	198	99
ABC SUNDAY NIGHT MOVIE	9:00	134 SUN.	A	15,650	19.2	32	197	99	MORK & MINDY	8:00	30 THU.	A	7,820	9.6	24	197	98
ABC WORLD NEWS TONIGHT	6:30	30 M-F	A	9,290	11.4	23	201	99	MR. MERLIN	8:00	30 WED.	C	11,410	14.0	24	176	96
ABC WRLD NEWS TONIGHT-SUN	6:30	30 SUN.	A	7,740	9.5	16	162	88	NBC FRIDAY MOVIE OF-WEEK(S)	9:00	120 FRI.	N	8,070	9.9	20	195	98
ALICE	9:00	30 SUN.	C	19,970	24.5	38	196	99	NBC LIVE THEATER(S)	9:00	122 MON.	N	13,530	16.6	27	197	99
ARCHIE BUNKER'S PLACE	8:00	30 SUN.	C	18,500	22.7	36	193	98	NBC MAGAZINE	8:00	60 FRI.	N	7,340	9.0	19	183	96
BARBARA MANDRELL	8:00	60 SAT.	N	13,610	16.7	30	211	96	NBC NEWS UPDATE-M-F	VAR	01 M-F	N	10,430	12.8	23	178	91
BENSON	8:00	30 FRI.	A	9,780	12.0	26	202	99	NBC NEWS UPDATE-SAT.	8:58	01 SAT.	N	11,080	13.6	24	176	87
BEST OF THE WEST	8:30	30 THU.	A	7,090	8.7	21	198	98	NBC NEWS UPDATE-SUN.	8:58	01 SUN.	N	8,230	10.1	16	183	91
BOSOM BUDDIES	8:30	30 FRI.	A	8,640	10.6	22	195	99	NBC NEWS UPDATE-2-M-F	9:58	01 TU&TH	N	8,970	11.0	21	186	92
CBS EVENING NEWS-RATHER	6:30	30 M-F	C	10,510	12.9	26	196	99	NBC NEWS UPDATE-2-SAT.	9:58	01 SAT.	N	6,760	8.3	15	173	78
CBS EVENING NEWS-DEAN(B)	6:35	25 SUN.	C	10,110	12.4	21	114	66	NBC NIGHTLY NEWS-SAT.	6:30	30 SAT.	N	8,640	10.6	21	166	86
CBS SAT. NEWS-SCHIEFFER	6:30	30 SAT.	C	8,230	10.1	20	150	86	NBC NIGHTLY NEWS-SUN.	6:30	30 SUN.	N	6,280	7.7	13	161	83
CBS WEDNESDAY NIGHT MOVIE	9:21	120 WED.	C	9,290	11.4	20	193	98	NBC NIGHTLY NEWS	6:30	30 M-F	N	9,130	11.2	22	209	99
CHIPS	8:00	60 SUN.	N	10,270	12.6	20	211	98	NBC SUNDAY NIGHT MOVIE	9:00	120 SUN.	N	9,540	11.7	19	199	98
CODE RED	7:00	60 SUN.	A	11,900	14.6	24	189	95	NBC THU MOVIE OF-WEEK(S)	8:00	120 THU.	N	7,250	8.9	21	202	98
DARKROOM	9:00	60 FRI.	A	11,820	14.5	29	191	98	NEWSBREAK-M-F	8:58	01 M-F	C	10,600	13.0	24	166	89
DUKES OF HAZZARD	8:00	60 FRI.	C	14,020	17.2	36	203	99	NEWSBREAK-SAT.	8:57	02 SAT.	C	9,700	11.9	21	179	94
DYNASTY	10:20	60 WED.	A	14,020	17.2	32	199	98	NEWSBREAK-SUN.	8:58	01 SUN.	C	16,140	19.8	31	176	93
FACTS OF LIFE	9:18	30 WED.	N	13,610	16.7	29	195	98	NFL MONDAY NIGHT FOOTBALL	9:00	181 MON.	A	17,120	21.0	35	205	99
FALCON CREST	9:00	60 FRI.	C	12,800	15.7	32	198	98	NURSE	10:00	60 THU.	C	11,570	14.2	34	191	99
FALL GUY	9:20	60 WED.	A	14,590	17.9	31	197	98	ONE DAY AT A TIME	8:30	30 SUN.	C	17,440	21.4	34	194	98
FANTASY ISLAND	10:00	60 SAT.	A	15,730	19.3	38	198	99	OPEN ALL NIGHT	8:00	30 SAT.	A	7,910	9.7	18	184	96
FATHER MURPHY	8:00	60 TUE.	N	13,120	16.1	26	208	98	PRIVATE BENJAMIN	8:00	30 MON.	C	15,650	19.2	30	184	98
FLAMINGO ROAD	10:00	60 TUE.	N	9,700	11.9	20	203	99	PROJECT PEACOCK(S)	7:00	60 SUN.	N	5,540	6.8	11	198	99
FROSTY WINTER WONDERLAND(S)	8:00	30 WED.	A	12,880	15.8	27	196	98	QUINCY, M.E.	10:18	60 WED.	N	13,280	16.3	30	199	99
G.E. THEATRE(S)	9:00	115 TUE.	C	17,690	21.7	35	198	99	REAL PEOPLE	8:00	60 WED.	N	13,200	16.2	28	210	97
HARPER VALLEY	9:00	30 SAT.	N	12,390	15.2	27	195	96	SIMON & SIMON	8:00	60 TUE.	C	10,510	12.9	21	157	92
HART TO HART	10:00	60 TUE.	A	14,750	18.1	30	196	99	60 MINUTES	7:00	60 SUN.	C	24,370	29.9	49	204	99
HIGH HOPES:THE CAPRA YRS(S)	10:00	60 THU.	N	6,600	8.1	19	192	96	STRIKE FORCE	10:00	60 FRI.	A	13,940	17.1	36	194	98
HOUSE CALLS	9:30	30 MON.	C	16,060	19.7	31	187	94	TAXI	9:00	60 THU.	A	9,370	11.5	27	201	99
J. DENVER & MUPPETS XMAS(S)	8:00	60 TUE.	A	15,320	18.8	30	198	99	TELEVISION INSIDE & OUT	10:00	60 SAT.	N	8,150	10.0	20	190	96
JEFFERSONS	9:30	30 SUN.	C	19,560	24.0	37	196	99	THREE'S COMPANY	9:00	30 TUE.	A	14,750	18.1	29	198	99
KENNEDY CENTER HONORS(S)	9:00	134 SAT.	C	8,480	10.4	20	196	99	TODAY'S FBI	8:00	60 SUN.	A	13,690	16.8	27	198	99
KNOTS LANDING	9:00	60 THU.	C	9,940	12.2	29	191	99	TOO CLOSE FOR COMFORT	9:30	30 TUE.	A	14,260	17.5	28	197	98
LEPRECHAUN'S XMAS GOLD(S)	8:30	30 WED.	A	12,630	15.5	27	199	98	TRAPPER JOHN, M.D.	10:00	60 SUN.	C	17,280	21.2	36	195	97
LEWIS AND CLARK	9:30	30 SAT.	N	8,230	10.1	18	190	84	20/20	10:00	60 THU.	A	9,210	11.3	27	200	99
LITTLE HOUSE-PRAIRIE	8:00	60 MON.	N	18,260	22.4	35	215	99	TWO OF US	8:30	30 MON.	C	13,370	16.4	25	179	96
LOU GRANT	10:00	60 MON.	C	14,100	17.3	29	190	99	WALT DISNEY	8:00	60 SAT.	C	12,710	15.6	28	198	99
LOVE BOAT	9:00	60 SAT.	A	15,320	18.8	34	194	95	WKRP IN CINCINNATI	8:30	30 WED.	C	11,570	14.2	25	185	97
NUMBER OF PROGRAMS 90																	

NUMBER OF PROGRAMS 90

Δ Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 81,500,000

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FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 21-27, 1981 4

Program Name	New York Time			Day	Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration					Households (000)	%	Share %		
LATE FRINGE										
ABC NEWS:NIGHTLINE-MON	12:46	30	MON.	A	3,100	3.8	17	186	97	
ABC NEWS:NIGHTLINE-T-F	VAR	VAR	TU-F	A	5,870	7.2	20	184	96	
ABC NEWS:NIGHTLINE-WED(B)	12:00	20	WED.	A	5,870	7.2	21	185	97	
ABC WEEKEND REPORT-SAT.	11:00	15	SAT.	A	5,620	6.9	15	164	90	
ABC WEEKEND REPORT-SUN.	11:18	15	SUN.	A	4,810	5.9	14	173	93	
CBS SUNDAY NEWS-OSGOOD	11:00	15	SUN.	C	6,600	8.1	16	130	72	
FANTASY ISLAND-12.00	12:00	68	TUE.	A	2,280	2.8	11	157	91	
FRIDAYS	12:00	71	FRI.	A	3,750	4.6	18	172	96	
FRIDAYS-PART 2	1:11	06	FRI.	A	2,850	3.5	18	172	96	
LATE MOVIE I	VAR	VAR	MTUWF	C	5,300	6.5	21	162	89	
LATE MOVIE II	VAR	VAR	MTUWF	C	4,160	5.1	25	161	89	
LOVE BOAT-12.00	12:20	69	WED.	A	4,320	5.3	21	163	92	
NBC LATE NIGHT MOVIE	11:30	40	SUN.	N	2,120	2.6	7	60	42	
SATURDAY NIGHT	11:30	79	SAT.	N	6,600	8.1	24	207	97	
SCTV COMEDY NETWORK	12:30	77	FRI.	N	2,200	2.7	13	187	96	
+ SOUNDS OF CHRISTMAS EVE(S)										
TOMORROW COAST TO COAST-1	VAR	30	M-W	N	2,450	3.0	13	186	93	
TOMORROW COAST TO COAST-2	VAR	VAR	M-W	N	1,470	1.8	11	187	93	
TONIGHT SHOW	VAR	60	MTUWF	N	5,710	7.0	21	212	99	
VEGA\$-12.00	12:00	69	THU.	A	4,970	6.1	24	148	86	
NUMBER OF PROGRAMS 20										

Program Name	New York Time			Day	Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration					Households (000)	%	Share %		
PRICE IS RIGHT 2										
REGIS PHILBIN SHOW	11:30	30	M-F	C	7,250	8.9	32	188	94	
RYAN'S HOPE	10:00	30	M-TH	N	2,450	3.0	12	137	77	
SEARCH FOR TOMORROW	12:30	30	M-F	A	5,620	6.9	24	184	97	
TEXAS	2:30	30	M-TH	C	5,710	7.0	22	188	95	
TODAY SHOW-7.30AM	3:00	60	M-F	N	2,850	3.5	10	182	89	
TODAY SHOW-8.30AM	7:30	30	M-F	N	2,850	3.5	23	210	99	
UP TO THE MINUTE	8:30	30	M-F	N	3,910	4.8	22	211	99	
WAKE UP	4:00	30	M-TH	C	2,280	2.8	8	132	70	
WHEEL OF FORTUNE	7:00	30	M-F	C	650	.8	7	165	91	
YOUNG AND THE RESTLESS	11:00	30	M-F	N	4,480	5.5	21	184	93	
NUMBER OF PROGRAMS 36	12:30	60	M-TH	C	6,190	7.6	26	195	99	

WEEKDAY DAYTIME

ABC DAYTIME NEWSBRIEF-M-F	1:57	02	M-F	A	7,820	9.6	31	176	94
ALICE-M-F	10:30	30	M-F	C	6,600	8.1	32	159	88
ALL MY CHILDREN	1:00	60	M-F	A	7,990	9.8	32	199	98
ANOTHER WORLD	2:00	60	M-F	N	3,910	4.8	16	205	99
AS THE WORLD TURNS	1:30	60	M-TH	C	5,870	7.2	23	198	99
BATTLESTARS	11:30	30	M-F	N	3,670	4.5	16	167	90
BLOCKBUSTERS	10:30	30	M-TH	N	3,340	4.1	16	148	82
* BLUE-GRAY FOOTBALL GAME(S)	12:30	207	FRI.	C	10,190	12.5	43	195	99
DAYS OF OUR LIVES	1:00	60	M-F	N	4,480	5.5	18	209	99
DOCTORS	12:30	30	M-F	N	3,020	3.7	13	178	89
EDGE OF NIGHT	4:00	30	M-F	A	3,910	4.8	14	156	82
FAMILY FEUD	12:00	30	M-F	A	6,030	7.4	26	172	92
GENERAL HOSPITAL	3:00	60	M-F	A	9,290	11.4	34	200	99
GOOD MORNING, AMERICA-730	7:30	30	M-F	A	3,990	4.9	32	204	99
GOOD MORNING, AMERICA-830	8:30	30	M-F	A	4,650	5.7	26	202	98
GUIDING LIGHT	3:00	60	M-TH	C	6,760	8.3	24	194	99
LOVE BOAT DAYTIME	11:00	60	M-TH	A	7,170	8.8	32	187	94
MORNING-KURALT & SAWYER	7:30	90	M-F	C	2,120	2.6	14	179	98
* NBA ON CBS(S)	3:57	125	FRI.	C	8,150	10.0	31	183	97
NEWSBREAK-11.57	11:57	02	M-F	C	6,190	7.6	27	162	86
NEWSBREAK-3.57	3:57	02	M-TH	C	5,950	7.3	21	176	95
ONE DAY AT A TIME-M-F	10:00	30	M-F	C	4,890	6.0	25	130	79
ONE LIFE TO LIVE	2:00	60	M-F	A	8,070	9.9	32	200	99
PASSWORD PLUS	12:00	30	M-F	N	3,260	4.0	14	142	73
PRICE IS RIGHT I	11:00	30	M-F	C	6,110	7.5	28	188	94

WEEKEND DAYTIME

ABC WEEKEND SPECIALS	12:00	30	SAT.	A	3,180	3.9	14	180	93
ABC WIDE WORLD-SPORTS SAT	5:00	90	SAT.	A	7,420	9.1	19	198	98
AMERICAN BANDSTAND '81	12:30	60	SAT.	A	3,670	4.5	15	164	87
ASK NBC NEWS-09:12AM	9:12	02	SAT.	N	4,560	5.6	35	207	99
ASK NBC NEWS-12:20PM	12:28	02	SAT.	N	4,080	5.0	18	162	78
ASK NBC NEWS-8:28AM	8:28	02	SAT.	N	1,630	2.0	20	179	95
ASK NBC NEWS-10:20AM	10:28	02	SAT.	N	2,610	3.2	14	199	97
ASK NBC NEWS-11:58AM	11:58	02	SAT.	N	3,830	4.7	17	183	94
BLACKSTAR	11:30	30	SAT.	C	4,400	5.4	20	171	83
BUGS BUNNY/ROAD RUNNER 1	9:30	30	SAT.	C	4,240	5.2	28	189	97
BUGS BUNNY/ROAD RUNNER 2	10:00	30	SAT.	C	5,220	6.4	29	190	97
BUGS BUNNY/ROAD RUNNER 3	10:30	30	SAT.	C	5,460	6.7	29	190	97
BUGS BUNNY/ROAD RUNNER 4	11:00	30	SAT.	C	5,870	7.2	29	189	97
BULLWINKLE	12:30	30	SAT.	N	2,850	3.5	12	143	75
CBS NCAA BASKETBALL	4:07	116	SAT.	C	8,560	10.5	26	185	96
* CHAMPIONSHIPS OF THE USGA(S)	12:30	30	SUN.	A	1,960	2.4	6	125	77
DAFFY/SPEEDY SHOW	12:00	30	SAT.	N	3,830	4.7	17	162	78
DEAR ALEX & ANNIE-11.55AM	11:55	04	SAT.	A	3,670	4.5	16	190	97
DEAR ALEX & ANNIE-11.25AM	11:25	04	SUN.	A	2,040	2.5	9	125	83
FACE THE NATION	11:30	30	SUN.	C	2,530	3.1	10	158	94
FLINTSTONE'S COMEDY SHW2	8:00	30	SAT.	N	1,060	1.3	15	179	95
FONZ AND HAPPY DAYS GANG	9:00	30	SAT.	A	2,530	3.1	18	195	99
GOLDIE GOLD/ACTION JACK	11:00	30	SAT.	A	4,480	5.5	21	188	97
HEATHCLIFF & MARMADUKE	8:30	30	SAT.	A	2,040	2.5	17	186	94
IN THE NEWS- 8.26AM	8:26	03	SAT.	C	2,120	2.6	19	172	85

A Partial time interruption within program.

* Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 81,500,000

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FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 21-27, 1981 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	Share %	Share %		
WEEKEND DAYTIME (CONT)									
IN THE NEWS- 8.56AM	8:56	03 SAT.	C	2,360	2.9	16	175	87	
IN THE NEWS- 9.26AM	9:26	03 SAT.	C	2,930	3.6	16	175	87	
IN THE NEWS-9.56AM	9:56	03 SAT.	C	4,400	5.4	28	189	97	
IN THE NEWS-11.56AM	11:56	03 SAT.	C	4,320	5.3	19	171	83	
IN THE NEWS-12.26PM	12:26	03 SAT.	C	3,100	3.8	12	155	80	
IN THE NEWS-12.56PM	12:56	03 SAT.	C	4,480	5.5	16	138	74	
IN THE NEWS-10.56AM	10:56	03 SAT.	C	5,300	6.5	28	190	97	
IN THE NEWS-11.26AM	11:26	03 SAT.	C	6,030	7.4	29	189	97	
KID SUPER POWER I	9:30	30 SAT.	N	2,930	3.6	18	199	97	
KID SUPER POWER II	10:00	30 SAT.	N	2,850	3.5	16	199	97	
KIDS ARE PEOPLE TOO I	10:30	36 SUN.	A	1,710	2.1	8	125	83	
KIDS ARE PEOPLE TOO II	11:06	24 SUN.	A	2,200	2.7	10	125	83	
LAVERNE AND SHIRLEY	9:30	30 SAT.	A	3,670	4.5	23	196	99	
MEET THE PRESS	11:00	30 SUN.	N	2,530	3.1	13	156	86	
NCAA BASKETBALL-NAT'L	2:00	120 SAT.	N	5,540	6.8	19	201	99	
+ NFC PLAYOFF PRE(S)	3:00	30 SUN.	C	5,540	6.8	14	199	99	
+ NFL PLAYOFF GAME(S)	3:30	177 SUN.	C	22,090	27.1	53	202	99	
+ NFL PLAYOFF POST(S)	6:27	08 SUN.	C	22,820	28.0	50	202	99	
+ NFL '81-SUN(S)	11:30	30 SUN.	N	3,990	4.9	18	186	95	
+ NFL PLAYOFF GM-SUN(S)	12:00	204 SUN.	N	18,750	23.0	54	218	99	

+ NFL PLAYOFF POST-SU(S)	3:24	14 SUN.	N		12,470	15.3	31	211	99
POPEYE/OLIVE COMEDY SHOW	8:00	30 SAT.	C		1,550	1.9	15	172	85
RICHIE RICH/SCOOBY DOO-1	10:00	30 SAT.	A		4,080	5.0	24	192	99
RICHIE RICH/SCOOBY DOO-2	10:30	30 SAT.	A		4,650	5.7	26	195	99
SCHOOLHOUSE ROCK-8.26AM	8:26	04 SAT.	A		1,390	1.7	17	187	95
SCHOOLHOUSE ROCK-10.55AM	10:55	04 SAT.	A		4,400	5.4	24	195	99
SCHOOLHOUSE ROCK-11.25AM	11:25	04 SAT.	A		4,400	5.4	20	190	97
SMURFS I	8:30	30 SAT.	N		3,260	4.0	31	207	99
SMURFS II	9:00	30 SAT.	N		4,650	5.7	34	207	99
SPACE STARS I	11:00	30 SAT.	N		2,930	3.6	14	183	94
SPACE STARS II	11:30	30 SAT.	N		3,260	4.0	14	183	94
SPIDER-MAN & FRIENDS	10:30	30 SAT.	N		3,100	3.8	16	203	99
SPORTSWORLD-SAT	4:00	120 SAT.	N		6,930	8.5	22	191	97
+ SUN BOWL(S)	1:00	187 SAT.	C		9,780	12.0	34	199	99
SUNDAY MORNING	9:00	90 SUN.	C		3,180	3.9	20	155	90
SUPERFRIENDS	8:00	30 SAT.	A		1,220	1.5	17	187	95
TARZAN/L.RANGER/ZORRO HR1	8:30	30 SAT.	C		2,200	2.7	16	175	87
TARZAN/L.RANGER/ZORRO HR2	9:00	30 SAT.	C		2,690	3.3	15	175	87
THIS WEEK-DAVID BRINKLEY	11:30	60 SUN.	A		2,610	3.2	10	173	90
THUNDARR THE BARBARIAN	11:30	30 SAT.	A		4,400	5.4	20	188	97
TOM AND JERRY COMEDY SHOW	12:30	30 SAT.	C		3,990	4.9	15	138	74
TROLLKINS	12:00	30 SAT.	C		3,180	3.9	13	155	80
NUMBER OF PROGRAMS	67								

Δ Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

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U.S. TV Households: 81,500,000

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